



## WCWCVB December 21, 2022 Board Meeting

Granite Peak  
227200 Snowbird Ave  
Wausau, WI 54401

### **In-Person Meeting and also available on Zoom**

Refreshments and lunch will be available

Meeting starts at 11:30 A.M.

### **CVB Mission and Vision Statements**

**Mission Statement:** CVB is a regional tourism organization providing resources, marketing, and leading strategic cooperation with other organizations. CVB fosters excellent visitor experiences, positioning our region as a destination community.

**CVB Vision Statement:** CVB is a premiere tourism marketing organization developing the greater Wausau Region as an outstanding destination.

### **Meeting Agenda**

- |   |               |
|---|---------------|
| <b>1. Call To Order</b>   | <b>Fisher</b> |
| <b>2. Roll Call</b>   | <b>Patel</b>  |
| <b>3. Approval of November 9, 2022 Meeting Minutes</b>  | <b>Fisher</b> |
| <b>4. Executive Director's Report</b>   | <b>White</b>  |
| a. Introduction of New Marketing Director Alysa Steinhilber                                     |               |
| b. Executive Director Year End Report (Goals achieved, marketing plans, Wausau Marathon Update) |               |
| c. Update on Board Policy Handbook  |               |
| d. Update on Building   |               |
| e. Review of Strategic Plan   |               |
| f. Thank You Gifts for Board Members  |               |
| <b>5. Committee Reports</b>   | <b>Fisher</b> |
| a. Executive Committee  |               |
| b. Personnel Committee  |               |
| c. Nomination Committee   |               |

d. Building Committee

**6. Unfinished Business**

**Fisher/White**

- a. Update on CVB/SA Vehicle

**7. New Business**

**Fisher**

- a. Discussion and Possible Action on 23 Proposed Budget **Krahn/Maguire/White**  
b. Discussion and Possible Action of Sports Authority Grants **Ockwig**  
-Youth Hockey Tournaments (Bantam, Squirt, Pee Wee Tournaments)

**8. Announcements or Requests**

**Fisher**

**9. Next Meeting Date:**

**Fisher**

- a. January 2023

**10. Adjourn Meeting**

**Fisher**

**Zoom Meeting Links:**

Join Zoom Meeting

<https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fus02web.zoom.us%2Fj%2F81116090997%3Fpwd%3DOGNCTkV3UGxBejNKR1RsZmlBaXgydz09&data=05%7C01%7Cjmaguire%40visitwausau.com%7Cf0c4333bc0854b375c6608dae1d72610%7Cf8633ac83cd94a6990780770ba16e673%7C0%7C0%7C638070611416402814%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=tM9riH8ctqVKNumzzaVao0qsDSDf%2Fp6yToIAkMblKnw%3D&reserved=0>

Meeting ID: 811 1609 0997

Passcode: 200148

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+1 386 347 5053 US

+1 507 473 4847 US

+1 564 217 2000 US

+1 669 444 9171 US

+1 669 900 6833 US (San Jose)

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## November 9, 2022 Board Meeting Minutes

Granite Peak

11:30 am

Board Meeting called to order by Fisher. Roll call taken by Maguire for Patel.

**Present:** Gaylene Rhoden, Jamie Polley, Greg Fisher, Hooshang Zeyghami, Yee Leng Xiong, Jon Kluever, Denny Richmond, Tim White, Jodi Maguire, and Nick Ockwig.

Present on Zoom: Nick Patel and Jay Govardhan

**Absent:** Al Opall, Steve Krahn, Sean Wright, Liz Brodek, Tim Van De Yacht.

**Guest:** Dr. Ken Day – Finalizing the Strategic Planning Process

### **Strategic Planning**

Day provided a recap of the Strategic planning process from the October 20<sup>th</sup> meeting. He reminded Board of Directors how to measure success through the mission and vision statements along with evaluating the seven key points of success every six months or annually. Day also went through each critical issue and gave a summary of the key points of discussion from October 20<sup>th</sup> and what directive each critical issue had. Day stated White followed up with other CVB's who have a Board Policy in place and Day recommended using Beloit's Board Policy as a reference when building the Wausau CVB's board policy book. Day suggested forming a sub-committee to start developing the model of governance for the handbook. Fisher stated the retreat was very beneficial and thanked Mr. Day for leading the process. Polley asked White if he had a discussion with Eckmann from the Wausau Chamber about the GWPP and Chamber roles. White stated he met with Eckmann and Brodek the evening before for discussion and will continue to have discussions moving forward. Rhoden asked if there

would be someone who would represent the CVB in the GWPP. White stated he is on the advisory committee, and he would be the point of contact. Xiong stated it would be important for the CVB, Chamber and GWPP to align together so there is no duplication and there is one place to go for all resources. White agreed and stated the Visit Wausau website will be able to do this. White stated it would house tourism information but also serve as a live and work resource. Xiong stated it would be nice to have “one stop shop” website for all needs.

### **Regular Meeting Items**

Call for a motion to accept the October 5, 2022 & October 20, 2022, meeting minutes as printed by Fisher. Motion to accept made by Xiong second by Polley, approved by all.

### **Financials**

Maguire presented the November Financials for Krahn who was excused. Maguire stated Krahn looked over the financials before leaving for vacation. Maguire stated the CVB is ahead on room tax revenue with the 3<sup>rd</sup> quarter room tax coming in at mid-month. Maguire stated marketing line 608 is over due to the marketing plan being approved at the October 5<sup>th</sup> meeting to use up the ARPA grant funds. Maguire stated majority of the funds have been paid out but there are a few invoices that are monthly until the end of December that need to be paid out and a small number of invoices from the marketing plan having been given to the CVB to process payment. Maguire went to the Sports Authority financials and stated Badger State Games is between games right now, so the expense lines are starting to balance out between the event supply and participant supplies.

Call for a motion to accept the financial reports as printed by Fisher. Motion to accept made by Richmond second by Rhoden approved by all.

### **Executive Director’s Report**

White shared the new Marketing Director has been hired and will be starting on November 17<sup>th</sup>. Her name is Alysa Steinhilber. White gave a quick report on the JEM grant through the Department of Tourism with the State of Wisconsin. White stated campaign would run mid-April through the month of May into the first part of June and will feature outdoor recreation and Arts and Culture. White stated it would offer choices for families to do while they stay in the area (indoors and outdoors). White stated the SEO has kicked off and currently working on building campaigns. White gave a brief recap on the CRM and working with outside businesses to get them on the Extranet. Patel asked who a good point of contact would be for the hotels would be to reach out about website changes. White stated to reach out to Maguire, she will be able to answer questions and make changes to accounts. Govardhan asked if Board of Directors would be able to meet Steinhilber when she starts. White stated Steinhilber will attend board meetings and will have a welcoming introduction at the next meeting. White gave an update on the Village of Rothschild contract. Village of Rothschild would like to contribute 37.5% or \$50,000. (Whichever is greater) White stated a discussion between CVB,

Village of Rothschild, and Central Wisconsin Expo Center took place about the Village and Expo Center's contract. Discussion and possible ideas on seeing if \$50,000 of the \$100,000 agreement could be used towards salaries for a Sales/Meeting position at the CVB. More discussions need to take place in the future.

Fisher asked if there were any committee updates:

**Executive Committee:** Fisher stated with the strategic planning being complete, there needs to be a sub-committee formed to help with board policy and governance. Fisher stated 2 to 3 members would be needed to start drafting up the policy to bring back to the board to review. Fisher stated he wouldn't be able to join on this sub-committee due to prior commitments and with the busy season ahead. Fisher asked if there would be any Board of Directors interested in joining the sub-committee. Fisher asked Polley if she would be interested, and she stated she could be a member. Discussion of asking Brodek if she would like to join as well. Discussion between board members about having a hotel lodging representative be apart of the sub-committee. Kluever stated he would join as a member. Rhoden asked if By-Laws would be incorporated into the board policy and if By-Laws needs to be updated based on the outcome of the policy. Day stated this could be a possibility, but the sub-committee can look at the current By-Laws and make sure they match the board policy. Current members of the sub-committee include: Polley, Kluever and possibly Brodek.

**Personnel Committee & Nomination Committee:** Discussion between board members if a Personnel and Nomination Committee is needed. Xiong suggested following what the By-Laws states for the committees before making any changes. All Board of Directors agreed.

**Building Committee:** No update. Discussion of waiting to hear on the final decision of the ARPA grant fund through Marathon County. Rhoden asked if there is or should be a Plan B in place. White suggested waiting until we hear from the County on if grant application would be approved or denied before establishing a Plan B.

### **Vehicle Discussion**

Maguire gave an update that she was able to connect with the BA Esther Greenheck Foundation about their current grant application. Current expiration date was October 31<sup>st</sup> and it has been extended to November 30<sup>th</sup>. Maguire stated two budget plans in the next topic of discussion are being presented based on the direction the board would like to go in with the purchase of the vehicle. Maguire stated she asked BA Esther Greenheck Foundation if the CVB/SA could be the matching funds of \$25,000. Then a vehicle could be purchased and ordered by year end. Board of Directors asked to have discussion on the 2023 proposed budget before voting on the purchase of the vehicle.

### **2023 Budget**

Maguire stated there were two budget options for 2023. Option 1 had the \$12,500 from the CVB and \$12,500 from the Sports Authority in Capital Expense for the purchase of the vehicle. Option 2 didn't have any capital expenses for 2023. Maguire stated option 2 didn't need to

have the funds in 2023 if vehicle is purchased in 2022. Rhoden asked if office space was built into the budget and if so, what line would it be. Maguire stated it wasn't and it would be in the Rent/Storage Expense Line. Fisher asked why registrations income would have a decrease for 2023. Maguire stated BSG Figure Skating has been separated out in the new budget. All registrations for BSG and Wausau Marathon would go into line 422 Registration Fees and Figure Skating would go into 422A BSG FS Registration. Fisher also asked about the event supply lines and a decrease in expense if inflation is happening. Maguire stated the 2023 budget wouldn't have expenses for Pond Hockey since another group will be operating it. These certain expenses were removed. Maguire also stated the team is looking at expenses and making cuts as needed. White stated the BSG will be taking a different approach to the 2023 games. In the past shirts for athletes were purchased by Badger State Games. White stated this year, athletes will be able to purchase apparel based on a third-party vendor shopping link on the registration page. Ockwig stated he just came back from the National State Games Conference and a lot of state games are getting away from purchasing t-shirts and having an online store. Ockwig stated this way, families can customize their own apparel by adding their name upgrading to a long-sleeved or hoodie. Ockwig stated the State Games of Texas switched over and instead of losing \$20,000 in t-shirt expenses they were able to profit \$20,000 from a small percentage of the sales coming back to them as a kickback. Polley asked why funds in the 330/331 income lines are zero for 2023. Maguire stated this is restricted funds for grant programs through the Village of Weston and City of Schofield. Maguire stated funds would still come in but shouldn't be apart of the budget since funds are not the CVB's or Sports Authority's. Maguire stated this was a recommendation from Krahn. Maguire also stated the 2023 budget would give a true accurate picture of the CVB and Sports Authority that wouldn't have the restricted funds be a part of. Xiong suggested tabling budget approval until December. Xiong stated he would like to see office space funds be added and suggested sending out the budget a couple days before the meeting so all board members would have enough time to look over for the final approval.

### **Vehicle Discussion Continued**

Board of Directors agreed to expense funds in the amount of \$25,000 to be spent by the end of 2022 with the matching funds from the BA Esther Greenheck Foundation. Xiong asked if future sponsor funds could be used to help offset the \$25,000 contribution from the CVB/SA. Rhoden stated reaching out to dealerships to see if they would like to partner would be a great idea.

Call for a motion to expense matching funds with BA Esther Greenheck Foundation in the amount of \$25,000 to go towards the purchase of a vehicle made by Rhoden, seconded by Patel approved by all.

### **Unfinished Business**

Fisher asked if there was any unfinished business. Xiong shared about the upcoming Gala on December 3<sup>rd</sup> at the Stoney Creek Hotel. Xiong stated location was just established earlier in the day so more information will be coming out. Fisher gave an update on Granite Peak.

opening date on Wednesday, November 23<sup>rd</sup>. Granite Peak will be starting to make snow over the weekend when the temperatures take a dip.

Next meeting tentatively scheduled for Wednesday, December 7<sup>th</sup> at 11:30 am. Final meeting date was finalized on November 11<sup>th</sup>. December's WCWCVB Board Meeting will be held on Wednesday, December 14<sup>th</sup> at 11:30 at Granite Peak.

Call for a motion to adjourn by Kluever, second by Rhoden, approved by all. 12:50 pm.

**Wausau/Central WI CVB  
Profit Loss 2022 Budget vs. 2023**

Wausau Central Wisconsin Conventio & Visitors Bureau  
2023 Proposed Budget Updated 11/29/22

	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>Total</u>
	<u>YTD 22</u>	<u>YTD 22</u>	<u>Total YTD 22</u>	<u>YTD 23</u>	<u>YTD 23</u>	<u>Total YTD 23</u>	<u>Variance</u>
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
330 · Restr. Schofield Hold	30,000.00	0.00	30,000.00	0.00	0.00	0.00	-30,000.00
330 · Restr. MMB Schofield	0.00	3,800.00	3,800.00	0.00	0.00	0.00	-3,800.00
331 · Restr. Weston Hold	75,000.00	0.00	75,000.00	0.00	0.00	0.00	-75,000.00
400 · CVB Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
402 · Gift Shop - Taxable	573.50	4,500.00	5,073.50	12,000.00	0.00	12,000.00	6,926.50
403 · Gift Sales - Non Taxable	81.00	0.00	81.00	100.00	0.00	100.00	19.00
405 · Publication & Program Revenue	32,500.00	0.00	32,500.00	45,000.00	0.00	45,000.00	12,500.00
410 · Brochure Distribution Service	5,740.00	0.00	5,740.00	8,000.00	0.00	8,000.00	2,260.00
415 · Advertising	3,035.00	0.00	3,035.00	3,035.00	0.00	3,035.00	0.00
420 · Sponsorship	0.00	65,000.00	65,000.00	0.00	70,000.00	70,000.00	5,000.00
422A · BSG FS Registrations	0.00	0.00	0.00	0.00	65,000.00	65,000.00	65,000.00
422 · Registration Fees	0.00	190,000.00	190,000.00	0.00	125,000.00	125,000.00	-65,000.00
430 · Resale/Misc Revenue	5,000.00	15,000.00	20,000.00	20,000.00	30,000.00	50,000.00	30,000.00
432 · Interest Income	550.00	450.00	1,000.00	1,000.00	450.00	1,450.00	450.00
434 · Print & Design Income	597.47	0.00	597.47	500.00	0.00	500.00	-97.47
435 · Room Tax	575,000.00	0.00	575,000.00	615,000.00	0.00	615,000.00	40,000.00
440 · Sports Authority	0.00	82,250.00	82,250.00	0.00	102,000.00	102,000.00	19,750.00
441 · Grant Revenue	15,000.00	5,000.00	20,000.00	55,000.00	25,000.00	80,000.00	60,000.00
442 · Meetings Mean Business	0.00	0.00	0.00	0.00	0.00	0.00	0.00
445 · Vendor Income	0.00	2,500.00	2,500.00	0.00	0.00	0.00	-2,500.00
445 · Contract Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
446 · Municipality Account	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450 · Capital Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
470 · Community Foundation--Taxable	0.00	0.00	0.00	0.00	0.00	0.00	0.00
471 · Unrealized Gain	0.00	0.00	0.00	0.00	0.00	0.00	0.00
900 · Comm Fund / Revenue & Expense	40.00	600.00	640.00	0.00	600.00	600.00	-40.00
<b>Total Income</b>	<b>743,116.97</b>	<b>369,100.00</b>	<b>1,112,216.97</b>	<b>759,635.00</b>	<b>418,050.00</b>	<b>1,177,685.00</b>	<b>65,468.03</b>
<b>Gross Profit</b>	<b>743,116.97</b>	<b>369,100.00</b>	<b>1,112,216.97</b>	<b>759,635.00</b>	<b>418,050.00</b>	<b>1,177,685.00</b>	<b>65,468.03</b>
<b>Expense</b>							
499 · Trade Out	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500 · Conference Expenses	6,375.00	3,500.00	9,875.00	5,500.00	3,500.00	9,000.00	-875.00
534 · Print & Design Expenses	1,410.00	3,200.00	4,610.00	0.00	0.00	0.00	-4,610.00
564 · Participant Supplies	0.00	68,500.00	68,500.00	0.00	49,500.00	49,500.00	-19,000.00
565 · Event Supply	0.00	75,000.00	75,000.00	0.00	57,500.00	57,500.00	-17,500.00
565A · Event Service Fees	0.00	50,500.00	50,500.00	0.00	47,000.00	47,000.00	-3,500.00
565B · Event Facility Fees	0.00	10,500.00	10,500.00	0.00	10,500.00	10,500.00	0.00
565C · BSG FS Event Fees	0.00	0.00	0.00	0.00	58,000.00	58,000.00	58,000.00
566 · Reim. Registration/Contract Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
567 · Merchandise for resale	900.00	5,000.00	5,900.00	3,500.00	4,500.00	8,000.00	2,100.00
569 · Property Tax	10,980.00	0.00	10,980.00	11,500.00	0.00	11,500.00	520.00
574 · Storage/Rent Events	0.00	0.00	0.00	0.00	2,500.00	2,500.00	2,500.00
576 · Outside Services	1,000.00	6,000.00	7,000.00	14,000.00	6,000.00	20,000.00	13,000.00
607 · Advertising Expenses	6,400.00	1,000.00	7,400.00	5,000.00	5,000.00	10,000.00	2,600.00
608 · Marketing Expense	75,000.00	20,800.00	95,800.00	90,000.00	15,000.00	105,000.00	9,200.00
609 · Website	8,500.00	500.00	9,000.00	110,000.00	800.00	110,800.00	101,800.00
612 · Grant Expense	0.00	52,500.00	52,500.00	0.00	45,000.00	45,000.00	-7,500.00
675 · Tourism Research Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
705 · Computer & Software Expense	11,100.00	0.00	11,100.00	8,000.00	1,000.00	9,000.00	-2,100.00
707 · Legal & Accounting	25,500.00	2,350.00	27,850.00	13,500.00	2,500.00	16,000.00	-11,850.00
708 · Dues & Subscriptions	9,800.00	2,500.00	12,300.00	8,000.00	2,500.00	10,500.00	-1,800.00
709 · Miscellaneous Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
710 · Office Expense	6,000.00	4,000.00	10,000.00	7,000.00	2,000.00	9,000.00	-1,000.00



**Wausau/Central WI CVB  
Profit Loss 2022 Budget vs. 2023**

	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>CVB</u>	<u>SA</u>	<u>Total</u>	<u>Total</u>
	<u>YTD 22</u>	<u>YTD 22</u>	<u>Total YTD 22</u>	<u>YTD 23</u>	<u>YTD 23</u>	<u>Total YTD 23</u>	<u>Variance</u>
712 · Visitors Magazine Expense	35,600.00	0.00	35,600.00	70,000.00	0.00	70,000.00	34,400.00
715 · Bank & Credit Card Fees	950.00	1,000.00	1,950.00	1,500.00	4,500.00	6,000.00	4,050.00
718 · Registration Fees Expense	0.00	0.00	0.00	0.00	3,000.00	3,000.00	3,000.00
720 · Vehicle Expense	5,200.00	4,450.00	9,650.00	4,000.00	5,500.00	9,500.00	-150.00
721 · Seminars & Training	0.00	0.00	0.00	0.00	0.00	0.00	0.00
722 · Repairs & Maint	1,050.00	0.00	1,050.00	5,000.00	0.00	5,000.00	3,950.00
730 · Health Insurance	42,000.00	0.00	42,000.00	39,900.00	0.00	39,900.00	-2,100.00
732 · Meals & Entertainment	2,650.00	2,500.00	5,150.00	3,500.00	2,500.00	6,000.00	850.00
733 · Insurance	21,200.00	0.00	21,200.00	18,000.00	0.00	18,000.00	-3,200.00
750 · Interest Expense	800.00	0.00	800.00	0.00	0.00	0.00	-800.00
755 · Telephone Expense	7,760.00	0.00	7,760.00	3,600.00	500.00	4,100.00	-3,660.00
756 · Equipment Lease	0.00	0.00	0.00	2,500.00	0.00	2,500.00	2,500.00
760 · Postage	3,500.00	2,250.00	5,750.00	4,000.00	2,500.00	6,500.00	750.00
770 · Rent /Storage Expense	1,500.00	0.00	1,500.00	10,500.00	2,000.00	12,500.00	11,000.00
771 · Parking Permit	0.00	0.00	0.00	0.00	0.00	0.00	0.00
772 · Utilities	6,750.00	0.00	6,750.00	14,000.00	0.00	14,000.00	7,250.00
773 · Tourism Commissions	0.00	0.00	0.00	0.00	0.00	0.00	0.00
775 · Capital Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
800 · Salary & Wages	245,500.00	50,000.00	295,500.00	245,000.00	61,000.00	306,000.00	10,500.00
809 · Employee Benefits	8,700.00	0.00	8,700.00	10,200.00	0.00	10,200.00	1,500.00
810 · Payroll Taxes	32,500.00	0.00	32,500.00	20,500.00	3,200.00	23,700.00	-8,800.00
811 · Retirement Plan	10,000.00	0.00	10,000.00	10,000.00	0.00	10,000.00	0.00
812 · Interest Expense Building	14,550.00	0.00	14,550.00	13,700.00	0.00	13,700.00	-850.00
813 · EIDL Interest Payment	0.00	0.00	0.00	4,500.00	1,110.00	5,610.00	5,610.00
890 · Penalty	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Expense</b>	<b>603,175.00</b>	<b>366,050.00</b>	<b>969,225.00</b>	<b>756,400.00</b>	<b>398,610.00</b>	<b>1,155,010.00</b>	<b>185,785.00</b>
<b>Profit/Loss</b>	<b>139,941.97</b>	<b>3,050.00</b>	<b>142,991.97</b>	<b>3,235.00</b>	<b>19,440.00</b>	<b>22,675.00</b>	<b>-120,316.97</b>
284 · EIDL Loan Payment	4,000.00	1,000.00	5,000.00	0.00	0.00	0.00	-5,000.00
285 · N/P Building - Incredible Bank	0.00	0.00	11,450.00	0.00	0.00	0.00	-11,450.00
975 · Depreciation Expense	7,772.00	0.00	77,720.00	14,600.00	8,400.00	23,000.00	-54,720.00
<b>Total Expense</b>	<b>614,947.00</b>	<b>367,050.00</b>	<b>1,063,395.00</b>	<b>771,000.00</b>	<b>407,010.00</b>	<b>1,178,010.00</b>	<b>114,615.00</b>
<b>Net Profit/Loss after Depreciation</b>	<b>128,169.97</b>	<b>2,050.00</b>	<b>48,821.97</b>	<b>-11,365.00</b>	<b>11,040.00</b>	<b>-325.00</b>	<b>-49,146.97</b>



Wisconsin's Leader in Sports, Events & Tourism

## GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES BANTAM A/B TOURNAMENT
Event Dates:	JANUARY 27 <sup>th</sup> – 29 <sup>th</sup> 2023
Local Organizing Committee:	MARATHON COUNTY YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	KRISTIN KRUZAN
Address:	150871 JUNIPER LN WAUSAU WI 54401
Phone Day/Cell:	715.212.5568
Email:	<a href="mailto:KRISTINKRUZAN@GMAIL.COM">KRISTINKRUZAN@GMAIL.COM</a>
Amount Requested:	\$1500.00

### DESCRIPTION OF EVENT

MCYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 A-level and 8-B level teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$6,000 for ice and \$2,600 for referees.

**Teams, besides MCYH WarJacks, attending the tournament include:**

#### Bantam A Teams

- Ozaukee Ice Dogs
- Appleton
- Portage Lake Flyers Minor
- SHAW
- Sheboygan
- Waunakee Wildcats
- Calumet

#### Bantam B Teams

- Spooner Rails
- Appleton
- Middleton Cardinals
- Milwaukee Winter Club
- Kenosha Komets
- Janesville
- Waupaca Comets

### EVENT HISTORY

Marathon County Youth Hockey has proudly hosted this hockey tournament since 2016. We once again have filled this tournament and hope for a weekend of great competition.



Wisconsin's Leader in Sports, Events & Tourism



Wisconsin's Leader in Sports, Events & Tourism

**EVENT INFORMATION**

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	YES
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	14 teams will travel outside 90 miles
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	28

**HOTEL INFORMATION**

Has contact been made with any area hotels? Yes

If so, who? Holiday Inn & Suites, Best Western, Hampton Inn, Country Inn and Suites

If not, can the CVB assist with securing your hotel accommodations? We have a link to the CVB Wausau area hotels on our webpage.

Use the chart below to indicate the number of hotel rooms needed by day:

Date					1/6/23	1/7/23	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

Total Number of Room Nights:	1-2
Average Length of Stay:	1-2 nights
Estimated # of Guests per room:	2-4



## Wisconsin's Leader in Sports, Events & Tourism

### POLICIES AND PROCEDURES

The Wausau/Central Wisconsin Convention and Visitors Bureau's Sports Authority Fund is designed to assist local, regional and national sports organizations in hosting their events in Wausau/Central Wisconsin.

This application must be filled out completely and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau (CVB) prior to the event date for review by the Sports Authority Advisory Committee and approval by the CVB Board of Directors.

### Additional Criteria for Applicants to note:

1. Any event seeking funding from the Sports Authority must hold the event in one of the communities represented by the Wausau/Central Wisconsin Convention & Visitors Bureau.
2. All area hotels must have an opportunity to submit a room block proposal through the CVB sales lead system in order for an applicant to receive Sports Authority funding.
3. If the event is a bid event, please submit all bid documents, including an award letter if applicable, with your application.
4. There is a limited amount of funding available. Applications will be competitive. The following criteria are important to the successful funding of an application:
  - a. Total economic impact generated by the event
  - b. Total room nights generated by the event
  - c. Type and distribution area of media coverage
  - d. Potential for future growth of the event
  - e. Potential as a step to hosting additional events or larger tournament
  - f. Sponsorship Benefits Received
  - g. Community Support
5. New events may be funded for up to three (3) years. Applicants are required to provide a matching dollars investment into the event that will increase by 25% each year unless room night production increases by 25%.
6. At the conclusion of the event, the CVB requires a detailed report outlining the estimated attendance, room night production, positives and negatives of the event, and plans for the future. Upon receipt of this report, the remaining 15% of the allocated funding will be released to the applicant. **Failure to submit this report within 60 days of the conclusion of the event will cause applicant to forfeit any remaining monies awarded and will prevent the applicant/organization from receiving future funds.**

### Application Acknowledgement

The signature below acknowledges that the above information is true to the best of my knowledge at the signing of this application. I understand that Information deemed inaccurate or misrepresented could result in a denied application or loss of event funding. I have read the policies and procedures noted above. Funding is not guaranteed by the submission of this application. I understand that a final report on the event must be submitted within 60 days of the completion of the event.

Event Representative: Kristin Kruzan, Tournament Director

Printed Name: Kristin Kruzan Date: 12.5.2022



Wisconsin's Leader in Sports, Events & Tourism

## GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES PeeWee A/B TOURNAMENT
Event Dates:	FEBRUARY 17 <sup>th</sup> – 19 <sup>th</sup> 2023
Local Organizing Committee:	MARATHON COUNTY YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	KRISTIN KRUZAN
Address:	150871 JUNIPER LN WAUSAU WI 54401
Phone Day/Cell:	715.212.5568
Email:	<a href="mailto:KRISTINKRUZAN@GMAIL.COM">KRISTINKRUZAN@GMAIL.COM</a>
Amount Requested:	\$1500.00

### DESCRIPTION OF EVENT

MCYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 A-level and 8-B level teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$5,200 for ice and \$2,000 for referees.

**Teams, besides MCYH WarJacks, attending the tournament include:**

#### PeeWee A Teams

- Middleton Cardinals
- Arrowhead
- Ozaukee Ice Dogs
- Sun Prairie
- Green Bay Bobcats
- Milwaukee Winter Club
- Waunakee Wildcats

#### PeeWee B Teams

- Middleton Cardinals
- Arrowhead
- Sun Prairie
- M&M Thunder
- Waunakee Wildcats
- Superior
- Lakeland Hawks

### EVENT HISTORY

Marathon County Youth Hockey has proudly hosted this hockey tournament since 2016. We once again have filled this tournament and hope for a weekend of great competition.



Wisconsin's Leader in Sports, Events & Tourism



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**EVENT INFORMATION**

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	YES
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	14 teams will travel outside 90 miles
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	28

**HOTEL INFORMATION**

Has contact been made with any area hotels? Yes

If so, who? Holiday Inn & Suites, Best Western, Hampton Inn, Country Inn and Suites

If not, can the CVB assist with securing your hotel accommodations? We have a link to the CVB Wausau area hotels on our webpage.

Use the chart below to indicate the number of hotel rooms needed by day:

Date					1/6/23	1/7/23	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

Total Number of Room Nights:	1-2
Average Length of Stay:	1-2 nights
Estimated # of Guests per room:	2-4





## Wisconsin's Leader in Sports, Events & Tourism

### POLICIES AND PROCEDURES

The Wausau/Central Wisconsin Convention and Visitors Bureau's Sports Authority Fund is designed to assist local, regional and national sports organizations in hosting their events in Wausau/Central Wisconsin.

This application must be filled out completely and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau (CVB) prior to the event date for review by the Sports Authority Advisory Committee and approval by the CVB Board of Directors.

### Additional Criteria for Applicants to note:

1. Any event seeking funding from the Sports Authority must hold the event in one of the communities represented by the Wausau/Central Wisconsin Convention & Visitors Bureau.
2. All area hotels must have an opportunity to submit a room block proposal through the CVB sales lead system in order for an applicant to receive Sports Authority funding.
3. If the event is a bid event, please submit all bid documents, including an award letter if applicable, with your application.
4. There is a limited amount of funding available. Applications will be competitive. The following criteria are important to the successful funding of an application:
  - a. Total economic impact generated by the event
  - b. Total room nights generated by the event
  - c. Type and distribution area of media coverage
  - d. Potential for future growth of the event
  - e. Potential as a step to hosting additional events or larger tournament
  - f. Sponsorship Benefits Received
  - g. Community Support
5. New events may be funded for up to three (3) years. Applicants are required to provide a matching dollars investment into the event that will increase by 25% each year unless room night production increases by 25%.
6. At the conclusion of the event, the CVB requires a detailed report outlining the estimated attendance, room night production, positives and negatives of the event, and plans for the future. Upon receipt of this report, the remaining 15% of the allocated funding will be released to the applicant. **Failure to submit this report within 60 days of the conclusion of the event will cause applicant to forfeit any remaining monies awarded and will prevent the applicant/organization from receiving future funds.**

### Application Acknowledgement

The signature below acknowledges that the above information is true to the best of my knowledge at the signing of this application. I understand that Information deemed inaccurate or misrepresented could result in a denied application or loss of event funding. I have read the policies and procedures noted above. Funding is not guaranteed by the submission of this application. I understand that a final report on the event must be submitted within 60 days of the completion of the event.

Event Representative: Kristin Kruzan, Tournament Director

Printed Name: Kristin Kruzan

Date: 12.5.2022



Wisconsin's Leader in Sports, Events & Tourism

## GRANT APPLICATION

Event/Tournament Name:	BADGER STATE GAMES SQUIRT A/B TOURNAMENT
Event Dates:	JANUARY 6 <sup>TH</sup> – 8 <sup>TH</sup> 2023
Local Organizing Committee:	MARATHON COUNTY YOUTH HOCKEY
Tax or EIN #:	39-1395615
Contact Person:	KRISTIN KRUZAN
Address:	150871 JUNIPER LN WAUSAU WI 54401
Phone Day/Cell:	715.212.5568
Email:	<a href="mailto:KRISTINKRUZAN@GMAIL.COM">KRISTINKRUZAN@GMAIL.COM</a>
Amount Requested:	\$1500.00

### DESCRIPTION OF EVENT

MCYH hosts a 16-team hockey tournament that brings in teams from all over the state to compete in a 3-day event. We split the pool of competition between 8 A level and 8 B level teams. Receiving this grant money will help offset the costs of ice time and referees which cost roughly \$5,200 for ice and \$2,000 for referees.

Teams, besides MCYH WarJacks, attending the tournament include:

#### SQUIRT A Teams

- Sun Prairie
- Sheboygan Lakers
- Janesville
- Washington County Ice
- Waunakee Wildcats
- Marshfield Blades
- Madison Patriots

#### SQUIRT B Teams

- Waupun
- Verona Wildcats
- M&M Thunder
- Janesville J-Hawks
- Waunakee Wildcats
- Elmbrook Eagles
- McFarland Spartans

### EVENT HISTORY

Marathon County Youth Hockey has proudly hosted this hockey tournament since 2016. We once again have filled this tournament and hope for a weekend of great competition.



Wisconsin's Leader in Sports, Events & Tourism



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**EVENT INFORMATION**

Proposed Event Location/Facility:	Marathon Park Ice Arena
Has the facility been secured?	YES
Number of Teams Expected:	YES
Number of Participants Expected:	240
# Of Teams/Participants from outside 90 Miles:	13 teams will travel outside 90 miles
Estimated Number of Family & Friends per participant:	5-10
Number of local teams:	2 Wausau teams
Number of local participants:	30

**HOTEL INFORMATION**

Has contact been made with any area hotels? Yes

If so, who? Holiday Inn & Suites, Best Western, Hampton Inn, Country Inn and Suites

If not, can the CVB assist with securing your hotel accommodations? We have a link to the CVB Wausau area hotels on our webpage.

Use the chart below to indicate the number of hotel rooms needed by day:

Date					1/6/23	1/7/23	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms					100	175	

Total Number of Room Nights:	1-2
Average Length of Stay:	1-2 nights
Estimated # of Guests per room:	2-4



## Wisconsin's Leader in Sports, Events & Tourism

### POLICIES AND PROCEDURES

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Event Representative: Kristin Kruzan, Tournament Director

Printed Name: Kristin Kruzan

Date: 12.5.2022